



D.M. 1 4/27/93
T & D 1 6/25/93
S.R.M. 1 1 1
S.A.M. 1 6/24/93 H. FRICKE
SPECIAL ACCOUNTS MANAGER

CC: LORRAINE
ANN

1220 CAMPUS DRIVE WEST
MORGANVILLE NJ 07751
908-972-1138
FAX 908-972-3048

DATE: JUNE 21, 1993
TO: J. H. CASEY, D. VICCARO, J. CROSBY, S. WALLACE
FROM: R. H. FRICKE
RE: RACEWAY GAS CID 5269 00 00

Ladies and Gentlemen:

The following programs and actions have been approved:

*** Winston Select Lights**

Pkg/ctn floor display (no pay) - Product will arrive during the DTS week (August 2) to all locations. Please set up the floor displays ASAP as this will be the primary merchandising unit for the new B1G1F products.

*** Monarch Products**

Distribution is approved for all locations. Please ensure that station managers begin fazing in the product and minimizing Best Value products. You are authorized to increase the size of modular displays currently on location to accommodate the additional Monarch styles. If your locations do not currently have a modular display, one is authorized.

*** Increased coupon value**

Approval for \$.50 coupon values on the following:
Camel Special Lights
Magna Box Styles
Salem Gold

As a reminder, our Winston \$.40/\$4 program remains intact with approval for banners and POS materials as well as floor base display promotional vehicles.

Should you have any further questions, please advise.

Sincerely,

Bob Fricke

RHF:ps

cc: J. A. Miller
G. P. Mitchell

M-2

"We work for smokers."

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